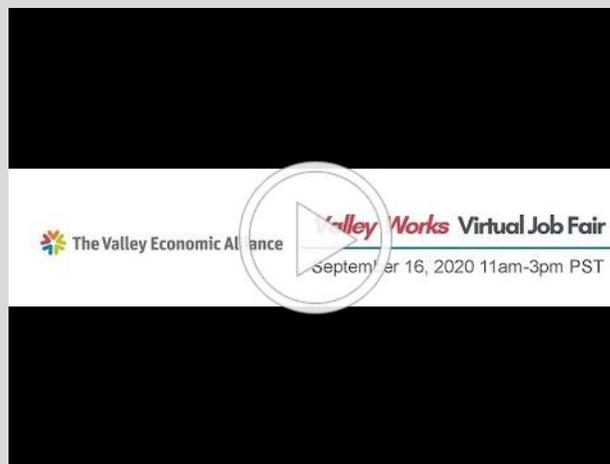


## Newsletter

# September 2020 Highlights

*The mission of The Valley Economic Alliance is to engage and unite Valley stakeholders to raise standards of living and economic vitality across the San Fernando Valley.*

## Valley Works Virtual Job Fair



Almost 50 employers and 900 registered job seekers participated in the "Valley Works" Virtual Job Fair on Wednesday, September 16, 2020. Welcoming video remarks were made by Board Chair Fred Gaines and President & CEO Sonya Blake as well as keynote remarks by State Assemblyman Adrian Nazarian. Additional video messages by dignitaries such as Los Angeles Mayor Eric Garcetti and Burbank Mayor Sharon Springer.

The online platform enabled employers and job seekers to connect face-to-face via video chat, making the job search and employee recruitment process more efficient. Although employers are no longer available via video chat, their information remains available for viewing and they can be contacted through the job board. Visit [TheValley.net/Jobs](http://TheValley.net/Jobs) to gain access to the job board.

Event sponsors included Los Angeles Department of Water and Power, SoCal Gas, Express Employment Professionals and Wells Fargo. Media sponsors include Daily News, San Fernando Valley Business Journal and the San Fernando Sun.

Valley Works Partners included California State University, Northridge, Cathay Bank, City of Calabasas, City of San Fernando, Express Employment Professionals, EPIC Insurance, Glendale Community College, HSBC Bank, Los Angeles County, Los Angeles Mission College, Los Angeles Valley College, MAXIMUS, Pacoima Beautiful, Really Great Employee Benefits and United Chambers of Commerce

## Workforce Development for Special Needs Workers



Let Goodwill Southern California find your next great hire! We believe in the transformative power of work and are deeply committed to helping individuals with disabilities and other vocational challenges secure sustainable employment and enjoy a greater sense of independence, dignity, purpose and pride. There's only one thing better than finding the employees you want. Finding the employees you'll want a year from now. With Goodwill's customized placement services, your company gains access to well screened and trained employees, qualified for everything from entry-level to middle management positions. Customized recruitment, skills assessment, on-the-job-training programs, layoff aversions and more, all at no or little cost to your organization. Goodwill is Transforming Live9/15s Through the Power of Work. To learn more about how your organization can benefit from this service, please call (888) 446-6394.



Become a role model for your customers and the community, and Hire Tierra Today! Did you know that people with developmental disabilities represent the largest untapped minority workforce in the Country? Yet, people with disabilities are often the best candidates for the job. Tierra del Sol has been teaching job-ready skills to people with disabilities for nearly 50 years and we know just how capable these individuals truly are. Whether it's office work, retail, maintenance, gardening, hospitality, manufacturing or food service, a Tierra employee is ready to get the job done. Their loyalty, enthusiasm, diligence, and productivity, not only puts you and your company in the best possible light, but is also contagious among fellow employees. Tierra del Sol, we champion inclusion and value for individuals with disabilities, through creative pathways to employment, education, and the arts. For more information, visit [Tierradelsol.org](http://Tierradelsol.org)

## Hispanic Heritage Month 9/15 - 10/15

The flyer is a green and white graphic. At the top, it reads 'INDEX Zona Costa and The United States Mexico Chamber of Commerce cordially invite you to our MEMBERS NETWORKING EVENT Tuesday September 22, 2020'. Logos for the United States-Mexico Chamber of Commerce California Regional Chapter and the Asociación de la Industria Manufacturera y de Exportación Zona Costa BC are present. The bottom half features a stylized illustration of a Mexican cityscape with the text 'HISPANIC HERITAGE MONTH MÉXICO' overlaid. Confetti and a Mexican flag are also depicted.

## Adelante LatinX Business Hub

With over 40% of the Valley's residents being

Latino, The Alliance is pleased to mark Hispanic Heritage Month with the launch of Adelante, our Latinx Business Hub.

Sonia Smith-Kang, Founder of Mixed Up Clothing will moderate a distinguished panel to include Rafael De La Rosa of California State University, Northridge; Priscilla Chavez of PCL Construction; Felipe Cusnir of Swell Capital; and Gloria Govan of GORDiTOS.

All are welcomed for a lively discussion of the LatinX Experience in the Valley, ways to pivot retail stores and restaurants, creating New Revenue Streams Through Contracting, Exporting, and Attracting Foreign Investment. In addition, business owners are invited to join the Adelante Facebook group at: [Facebook.com/groups/AdelanteHub](https://www.facebook.com/groups/AdelanteHub) for resources and COVID-19 Emergency Assistance and additional information geared toward Latinx-owned businesses. Our Facebook group at: [Facebook.com/groups/OnyxHub](https://www.facebook.com/groups/OnyxHub) features information geared toward African American-owned businesses.



## Adelante

### LATINX BUSINESS HUB

The Valley Economic Alliance invites you to join a virtual networking launch event for Adelante, our LatinX Business Hub. Gain access to information, resources, and influencers to help you weather the economic downturn and build your business in the San Fernando Valley.

**Host:**  
Sonya Blake, President & CEO  
The Valley Economic Alliance

**Moderator:**  
Sonia Smith-Kang, Founder,  
Mixed Up Clothing

**Speakers:**  
Rafael De La Rosa, Assistant Vice President,  
Government and Community Relations, CSUN  
Priscilla Chavez, Manager of Business Development  
PCL Construction  
Felipe Cusnir, CEO  
Swell Capital  
Gloria Govan, Owner  
GORDITOS

**WEDNESDAY  
OCTOBER 14  
5:00 - 6:30 PM**

- The LatinX Experience in the SFV
- Ways to Pivot Your Retail Store or Restaurant
- Creating New Revenue Streams Through Contracting, Exporting, and Attracting Foreign Investment
- Join [Facebook.com/groups/Adelante](https://www.facebook.com/groups/Adelante) for resources and COVID-19 Emergency Assistance



**Register at: [TheValley.net/Adelante](https://www.TheValley.net/Adelante)**

**Wednesday, October 14, 5:00pm-6:30pm, Register at [www.TheValley.net/Adelante](https://www.TheValley.net/Adelante)**

## Welcome to the Valley

The Valley Economic Alliance welcomes the following businesses to the San Fernando Valley.

- New York investment firm **Blackstone, Van Nuys**
- **Terasaki Institute**, nonprofit biotech, **Woodland Hills**
- **True Star Transit**, a refrigerated food transport company and **Moviemachines**, a film industry vehicle provider, **San Fernando**
- **Chef Merito, Inc**, spice and seasoning manufacturer, **Sun Valley**
- **Shake Shack**, burger chain, **Canoga Park**

## COVID-19 Safety Compliance Certificate Program

The County of LA is offering a new program for business owners. The COVID-19 Safety Compliance Certificate Program is a no-cost online training course that educates business owners on the essentials of the County Health Officer's Orders and what they need to do to ensure that their business practices are aligned and in compliance with infection control and physical distancing requirements. After completing the training, businesses will receive a COVID-19 Safety Compliance Certificate that can be posted on storefronts. The training will be available in 13 languages and can be accessed online through the Department of Public Health's COVID-19 website.

[www.publichealth.lacounty.gov](https://www.publichealth.lacounty.gov)

## Congratulations!

Board members David Fleming and Pegi Matsuda of Pegi Matsuda Consulting have been honored with the

Board members Tracy Hernandez of BizFed, Robbie Gluckson of UCLA Health were nominated for the San Fernando Valley Business Journal's Women's Business Council and Jennifer McLain Hiramoto and the economic development team at the City of Glendale were awarded the Business Team of the Year.

## Upcoming Events

See what's happening this month.



### SHERMAN OAKS AND TOLUCA LAKE SMALL BUSINESS RESOURCE WEBINAR

Please join the offices of [Councilmember Ryu](#) and [Bet Tzedek](#) on Thursday, September 24th at 12pm for a free webinar that will provide information and resources for small businesses.

**DATE:** Thursday, 9/24  
**TIME:** 12pm - 1:30pm  
**REGISTER:** [bit.ly/924Webinar](https://bit.ly/924Webinar)

Legal representatives will present on key topics to help small businesses navigate this uncertain time. Topics covered may include government relief programs, compliance with emergency health and safety orders, outdoor dining regulations, entity formation, contracts, licensing, employment, workplace regulations, and more.



Please join us for a Community Conversation focused on a perspective of the San Fernando Valley:

#### **"Main Street San Fernando Valley: Sustainable Economic Futures"**

Featured Speaker: Sonya Kay Blake,  
President & CEO, The Valley Economic  
Alliance



Join Sonya Kay Blake of The Valley Economic Alliance in envisioning the past, present, and future development of Main Street commercial clusters of the San Fernando Valley and the rich diversity they bring to street life.

Wed, September 30, 2020  
12:00 PM – 1:00 PM PDT

[Click here to register](#)



## HELP FOR YOUR BUSINESSES

Our Business Technical Assistance Team is standing by to help San Fernando Valley businesses navigate the complex landscape of resources available.

Call 818-379-7000 or [click here](#) to complete a [Business Intake Form](#) to tell us about your needs. A consultant will respond with referrals to the right resources for you.

### Making An Impact

#### Tell Us How We Have Helped

We want to hear from you about how The Valley Economic Alliance has helped you. Please submit your story to [info@economicalliance.org](mailto:info@economicalliance.org).

### Alliance Spotlights



#### Investor Spotlight

Our partner, CMTC, is offering no-cost, Supplier Matching and Supplier Scouting Service services to all California manufacturers. They can match businesses in need of products with those that manufacture or distribute products to meet the demand.

They have matched companies with capacity to those in need and have solved the most unique problems for manufacturers, such as finding packaging for niche products, tubing for electronics products, PPE equipment for medical organizations, and even special solid state motors for renewable energy companies. So, whether you need assistance in addressing supply chain disruptions, or you need help employing your extra manufacturing capacity.

**More**

You can also visit their specific PPE/ COVID-19 pandemic supply chain support for any of your needs and let them know if you are manufacturing/selling pandemic products.

**More**

#### Volunteer Spotlight

**Stephanie Garcia** has been a faithful volunteer on the "Valley Works" Virtual Job Fair, helping The Alliance to register almost 50 employers and almost 900 job candidates. Since April 2019, Stephanie has been an intern at the Los Angeles Mayor's Office of Economic Development, where she conducts community outreach for the Magnetic



Commercial Clusters program, an inner-city small business revitalization program. A 2020 graduate of CSUN with an MBA (she also holds a BS degree in Environmental Studies from UC Santa Barbara), Stephanie is seeking a career opportunity that will fulfill her passion for equity, social service, and the environment.  
**[stephanie.garcia.lizette@gmail.com](mailto:stephanie.garcia.lizette@gmail.com)**

The Valley Economic Alliance |  
[www.TheValley.net](http://www.TheValley.net)

